

360° SURVEY



"The most dangerous leadership myth is that leaders are born.... that's nonsense; in fact, the opposite is true. Leaders are made rather than born." - Warren G. Bennis

This essential 360° Survey clearly lays out a plan for leadership success based on core strengths and opportunities.

CORE LEADERSHIP

CRITICAL LEADER-SHIP SKILLS

This broad stroke, well-balanced survey provides participants with valuable feedback from their peers, managers and direct reports about their core leadership capabilities.

The Core Leadership 360 is grounded in leadership best practices and has been designed with direct business application in mind.

This 34 question multi-rater assessment provides insight into a leader's effectiveness in eight key areas

- Personal/interpersonal
- Strategic orientation
- People orientation
- Customer orientation
- Team orientation
- Communication
- Productivity
- Professionalism

Each area is broken down into specific, behaviourally based questions. People are only asked to provide feedback about what they actually observe. The questions are rigorously tested using the STAR Question Clarity Check.

Based on decades of leadership development experience, this survey gets at the core leadership issues. It's written in language everyone can understand and can be used in any organization.

Feedback from others fuels personal growth and helps us understand how we really perform, if we are willing to listen.

The survey process itself is very easy. You enter the names of the people you want to receive feedback (participants). Our system sends the participants an email containing a link to the survey.

Once participants click on the link, they enter the names of those they want to provide feedback (raters) and take the survey themselves.

Our system does everything else from there, including sending invitations and reminders, collecting and analyzing the data and producing elegant reports. The reports are crystal clear and easy to understand.



You, participants and raters are supported by seasoned professionals to insure everything goes smoothly. If there is ever a survey task you do not want to do yourself, we'll do it for you, at no extra charge.

Whether using the survey for one person or to enhance leadership development throughout your entire organization, the Core Leadership 360 is an effective precursor to follow-on coaching, training or self-directed improvement.

Once the survey is complete, we can help you understand the results and plan next steps. We have conducted over 3 million surveys and are anxious to share what we've learned.

Customise This Survey

Use our Core Leadership 360 as a template, add subtract or change questions so the survey fits your needs exactly. Once you've made it yours, brand it with your logo and look.

It's very easy to do.

360 REPORT

Excellent reports extract the value of the 360 feedback so participants can readily understand how to use their feedback to improve.

The Core Leadership 360 report is clear, concise and easy to understand. It is one of the most complete reports on the market. It includes:-

great formatting with navigation guides and definitions

- strengths and development opportunities
- hidden strengths, blind spots
- self and manager comparisons
- self and others comparisons
- rater group comparisons
- category comparisons
- detailed analysis of each category and question



SAMPLE REPORT PAGES

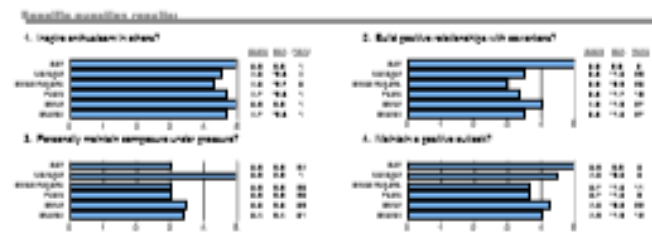
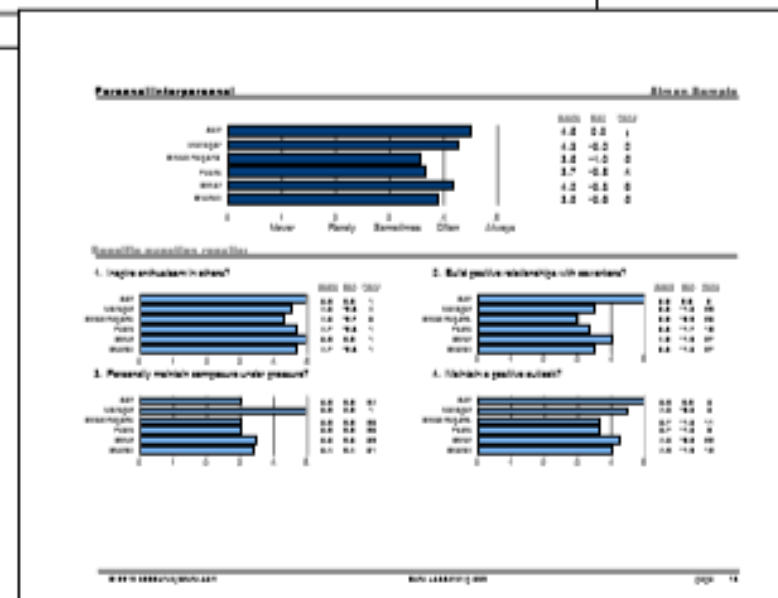
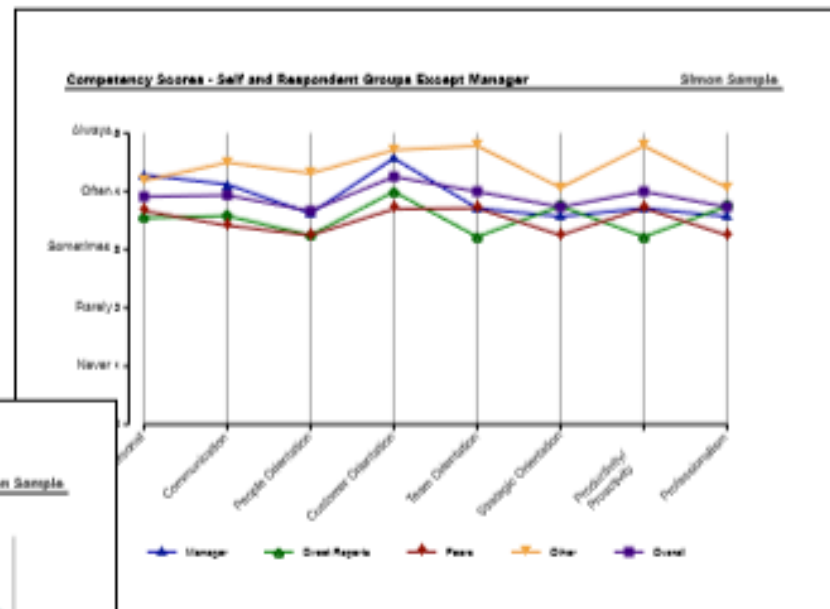
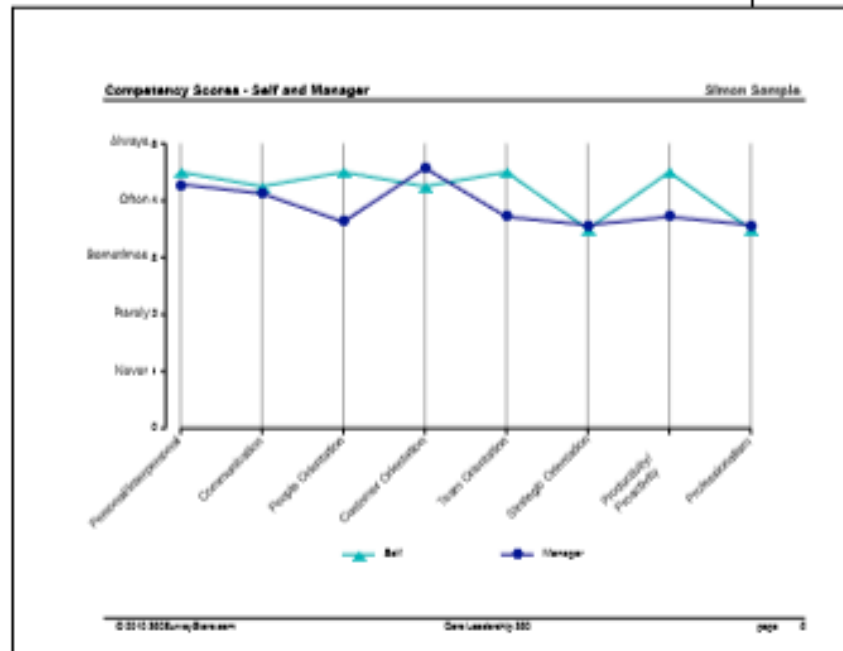
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Report Section	Definitions and Calculations:
<p>Your multirater feedback report is broken into three sections. Each section is designed to present your results from a different perspective. This way, this session gives you your personal development. Here is a summary of each section.</p> <p>Competency Summary Results The survey questions are organized into groups called competencies. The scores for all questions in a competency are averaged to produce an overall competency score.</p> <p>This section presents your competency scores from various perspectives: * your scores compared to those given by your manager * your scores compared to those from other respondent groups * your competencies given the highest scores.</p> <p>Strengths and Developmental Opportunities When you receive high scores in a specific area, that area can be considered a strength. Also, when others give you scores higher than you give yourself, that area can be a hidden strength. It is referred to as hidden because you may not be aware that others believe you are strong in that area.</p> <p>Conversely, low scores represent opportunities for you to develop your skills in a specific area. In addition, when others give you scores lower than you give yourself, you may have a blind spot in an area you can focus on for specific improvement.</p> <p>This section lists strengths, hidden strengths, developmental opportunities and blind spots.</p> <p>Questions and Comments Details Each page in this section is organized by competency. At the top of each page are the overall competency scores. This page lists</p>	<p>Respondent Group A group of respondents who have the same relationship to you, for example in peers, direct reports.</p> <p>Overall Score The average of all responses, excluding those from self, for a question or competency.</p> <p>Strength The competencies or questions for which you received the highest scores.</p> <p>Hidden Strength Questions and competencies where you gave yourself lower scores than others gave you.</p> <p>Developmental Opportunity The competencies and questions for which you received the lowest scores.</p> <p>Blind Spot Questions and competencies where you gave yourself higher scores than others gave you.</p> <p>Score The average of all responses for a specific respondent group for a specific question or competency.</p> <p>Diff The difference between your score and the scores from a respondent group at the overall score. Negative page indicates that you scored yourself higher than you were scored.</p> <p>Ratio The position of an item when the list of questions or competencies is sorted by highest to lowest scores. A rank of 1 means all other items received a lower score.</p>

Three Highest and Lowest Competency Scores by Respondent Group		Simon Sample	
Three Highest Competency Scores		Three Lowest Competency Scores	
Self	1.8	Self	1.8
Personal/Intergroupal	1.8	Professionalism	1.8
People Orientation	1.8	Strategic Orientation	1.8
Team Orientation	1.8	Customer Orientation	1.8
Manager	1.8	Manager	1.8
Customer Orientation	1.8	Professionalism	1.8
Personal/Intergroupal	1.8	Strategic Orientation	1.8
Communication	1.7	People Orientation	1.8
Direct Reports	1.8	Direct Reports	1.8
Customer Orientation	1.8	Productivity/Passivity	1.8
Strategic Orientation	1.8	Team Orientation	1.8
Professionalism	1.8	People Orientation	1.8
Peers	1.8	Peers	1.8
Team Orientation	1.7	Professionalism	1.8
Productivity/Passivity	1.7	Strategic Orientation	1.8
Customer Orientation	1.7	People Orientation	1.8
Other	1.8	Other	1.8
Team Orientation	1.8	Professionalism	1.8
Productivity/Passivity	1.8	Strategic Orientation	1.8
Customer Orientation	1.7	Personal/Intergroupal	1.8

Hidden Strengths Based on Your Overall Score		Simon Sample	
A hidden strength is an area in a question bucket where scores you gave yourself are higher than the scores given by others. The difference in scores may indicate that you may be better than others give you credit in these areas.			
Question	Self	Others	Ratio/Diff
11. How do you manage your time?	2.8	2.8	Strategic Orientation
10. How do you manage your time?	2.8	2.8	Professionalism
15. How do you manage your time?	2.8	2.8	Customer Orientation
17. How do you manage your time?	2.8	2.8	Team Orientation
16. How do you manage your time?	2.8	2.8	Productivity/Passivity
8. How do you manage your time?	2.8	2.8	Communication
13. How do you manage your time?	2.8	2.8	Strategic Orientation
14. How do you manage your time?	2.8	2.8	Professionalism
9. How do you manage your time?	2.8	2.8	Personal/Intergroupal
12. How do you manage your time?	2.8	2.8	Customer Orientation

SAMPLE REPORT PAGES





No setup, maintenance or registration fees.
The survey can be completely customized.

C O R E L E A D E R S H I P

